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Marketing FOOD in Alberta

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Alberta
AGRICULTURE

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MARKETING — SOME HELPFUL INFORMATION

THE BUYERS — WHO THEY ARE AND HOW THEY DO BUSINESS

LISTINGS — HOW TO OBTAIN AND MAINTAIN THEM

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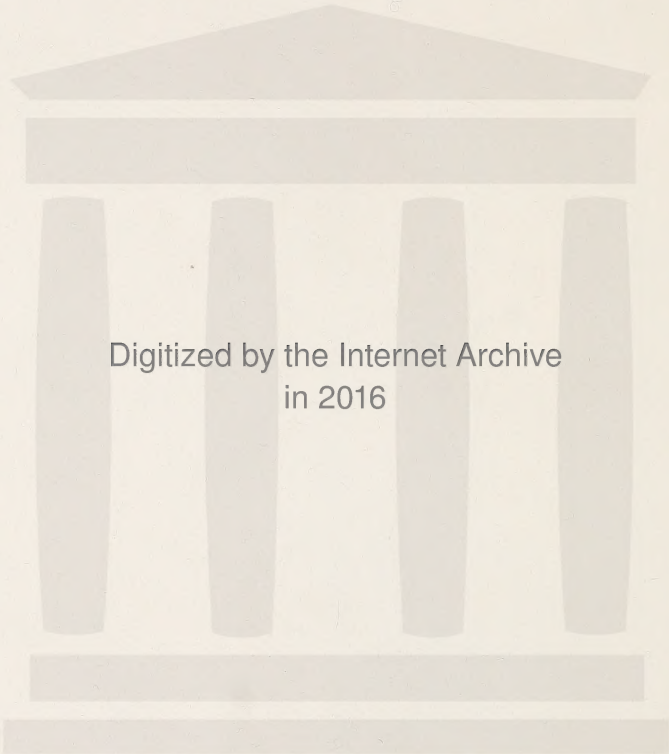
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THIS DIRECTORY — WHAT'S IN IT FOR YOU

The key for you to successfully market your food product in Alberta is to know this complex marketplace well, including its distribution channels, buyer expectations, key contacts and industry procedures. This knowledge will enable you to build and maintain a base of satisfied customers and a flourishing competitive business.

This directory is designed to assist you in better knowing the Alberta marketplace and to achieve your marketing objectives. It is aimed at providing information for manufacturers entering the market for the first time or wishing to expand product lines within Alberta. It is not intended to be an exhaustive study on the subject, rather a reference and a check-list of information which was provided by the trade.

The Alberta Food Processors Association retail and foodservice committees have provided advisory counsel to the production of this directory.

DID WE MISS SOMETHING?

Compiling a resource directory is an on-going business. Revisions must be made regularly to keep this information current. This can only be accomplished with input from all sectors of the industry.

If something has been overlooked, please let us know. Direct inquiries to:

MARKET DEVELOPMENT
ALBERTA AGRICULTURE
112 - 16 Avenue N.E.
CALGARY, ALBERTA T2E 1J5
(403) 297-8452

MARKET DEVELOPMENT
ALBERTA AGRICULTURE
7000 - 113 Street
EDMONTON, ALBERTA T6H 5T6
(403) 427-4241

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WHAT IS MARKETING?

Marketing is . . . a management philosophy which has as its objective getting the right PRODUCTS, in the right FORM, to the right PEOPLE, at the right PRICE, at the right PLACE in order to maximize PROFITS.

MARKETING CONCEPT

The key to the "marketing concept" is the CONSUMER and his wants and needs, NOT the wants and needs of the manufacturer. As a manufacturer, be sure that you are *satisfying* a demand, not trying to *create* one.

R.G. McGovern, president of Campbell Soup Co. Ltd. sums it up by saying, "We are dedicated to two fundamental approaches to marketing:

1. Paying close and constant attention to the consumer
2. Using what is learned from the consumer to drive marketing and manufacturing efforts in a joint, shared effort dedicated to excellence and success."

MARKET RESEARCH

Market research, an integral part of the marketing plan, is gathering, analyzing and compiling information to help you make your marketing decisions.

Marketing research will help you achieve three basic goals:

1. identify opportunities
2. plan to take advantage of these opportunities
3. evaluate performance and progress

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More specifically, market research can also supply the type of consumer profile information required by manufacturers especially for new product presentations, including:

* product development
* pricing
* advertising
* distribution
* market segmentation and demographics
* product positioning
* frequency of product brand use by package size and price
* consumer awareness of product brands
* packaging
* name/logo
* consumer behavior information including:
    - — in- and out-of-home use
    - — impulse versus planned purchases
    - — occasion on which the product is purchased
    - — how consumers use the product
    - — who in the household actually purchases the product
    - — what product characteristics are important to the consumer, for example, packaging, pricing, quality

Assistance is available through Market Development to access various market research sources, from A.C. Nielsen Company to small-scale focus groups.

Consider market research as an aid to judgment in decision making.

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THE BUYERS — Retailers & Wholesalers in Alberta

As a manufacturer, you have many avenues for getting a product to the consumer. Professional presentations made to the key buyers in the trade and continual follow-up are essential to ensure your product moves through the distribution system and is sold to a satisfied customer.

The following list of retailers and wholesalers provides you with company and contact names, insights into the company's buying procedures, interrelationships and special services.

Processing a **private label** product is a viable opportunity for Alberta food manufacturers. Contact with major Alberta buyers is the first step in this direction.

A list of specialized distributors and their services is provided at the end of this section.

Sources used were personal or telephone interviews, the Canadian Grocer and the Blue Book of Food Store Operators and Wholesalers (1983).

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ALBERTA GROCERS WHOLESALE LTD.

HEAD OFFICE: 14505 Yellowhead Trail
Edmonton, Alberta
T5L 3C4
(403) 453-2361

MANAGEMENT: President: Lorne Kerr
V.P., Merchandising — Grocery Division: Ozzie Bahry
V.P., Retail & Warehouse Operations: Jack Shippobotham
Director Retail Operations: Garry Crane
Director Perishable Division: Wayne Haryett
Manager, Meat Program: Bill Gillies
Grocery Buyers: Jim Crawford, Tom Betts, Ed Cichak, Kathy Taylor

STORES:

Alberta	250
N.W.T.	9
Yukon	10
B.C.	11
Saskatchewan	2
	283

GROUPS OPERATED:

Super "A" Foods: 34 larger stores in Northern Alberta, B.C. and the Northwest Territories.
Bigway Foods: 27 medium-sized stores, ranging from 2,500 to 4,500 sq. ft.
Q-Marts: 30 stores. These are convenience-type stores.
Speedee Mart/Tags: 12 stores. These are convenience-type grocery and gas-bar outlets.
Alberta Grocers: 157 intermediate stores.

CASH & CARRY:

Alberta Grocers operates 3 outlets — Edmonton, Lloydminster and Camrose, offering a rounded-out service to convenience stores, general stores and institutional buyers.

BUYING PROCEDURES:

To obtain a listing, contact the grocery, perishables/produce and meat managers.

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ALLWEST SUPERMARKETS

CALGARY OFFICE: 7100 - 44 Street S.E.
Calgary, Alberta
T2C 2V7
(403) 236-6300

MANAGEMENT: Director Corporate Stores, Grocery Buyer: Willy Balla
Produce Manager: Fred Nixon
Meat Manager: Fred Keeler
Bakery Manager: Donna Egglestone

STORES: 6 in Calgary

BUYING PROCEDURES:

To obtain a new listing in Allwest's six Calgary stores, contact both the appropriate Allwest and Associated Grocer buyers as listed in the directory, as they are both involved in the purchasing decision.

ASSOCIATED GROCERS LTD.

HEAD OFFICE: 7100 - 44 Street S.E.
Calgary, Alberta
T2C 2V7
(403) 236-6300

MANAGEMENT: President: Wayne Smith
Vice President Marketing: Don Larkins
Vice President Produce: Steve Vanderleest
Director Corporate Stores: Willy Balla
Director Purchasing: Barry Chaloner
Director Food Services: Steve Vanderleest

DIVISIONS: (food related)
AllWest Supermarkets
Associated Cash & Carry
Associated Produce & Food Services

STORES:

Alberta	245
B.C.	30

GROUPS OPERATED:

A.G. Food Stores (255), Thriftway (6), Solo Stores (2), AllWest Supermarkets (6).

Associated Grocers provides a full range of retailer services and has cash and carry outlets.

BUYING PROCEDURES:

To obtain a new listing, contact Barry Chaloner for dry goods, dairy, frozen and meat items; Steve Vanderleest for produce items and foodservice products. They, in turn, will direct you to one of their specific buyers, if a decision to list has been made.

New products are usually put on a 60-90 day trial to establish a market for the product. Associated will often test a new product in one or two of their stores.

To obtain specific listings with Allwest Supermarkets, and Food City, see the information listed in the directory.

As with other foodservice distributors, Associated Produce and Food Services are quite flexible in the advertising assistance they provide to help launch new items.

BRIDGE BRAND FOOD SERVICES LTD.

HEAD OFFICE: 1802 Centre Avenue N.E.
Calgary, Alberta
T2E 0A6
(403) 235-8555

MANAGEMENT: President: Fred Tamagi, Sr.
Vice President: Bill Tamagi
General Manager: Mike Tamagi
Director Products & Procurement: Mel Tamagi
Manager Sales: Fred Tamagi, Jr.
Produce Division Manager: Duke Oshiro
Grocery Department Manager: Doug Seasmans
Frozen Food Department Manager: Norm Gerault
Produce Department Manager: Terry Lindeman
Beverage Department Manager: Kevin Power
Fish/Meats Department Manager: Michael Price
Merchandising Manager: Donna Hanna
Sales Manager: Tom Shindruk

BUYING PROCEDURES:

A foodservice wholesale distributor, like Bridge Brand, is in the business to move product. Essentially, it is the manufacturer's responsibility to create a demand with the end user (the restaurant, institution, etc.) in order that the product is "pulled" through the distribution channels.

For new product presentations and listings, contact the appropriate division or department manager. Be prepared to offer marketing support. Bridge Brand is flexible in their approach to the kind of support you can offer. Bridge Brand staff recommend isolating your target market, and working closely with their sales force (22) to build loyalty for your product. The person on the order desk also needs to be introduced to your product.

Bridge Brand's market area is Red Deer and south with a strong presence in the Calgary area.

CALGARY CO-OPERATIVES ASSOCIATION LIMITED

HEAD OFFICE: 8818 MacLeod Trail South
Calgary, Alberta
T2H 0M5
(403) 253-0345

MANAGEMENT AT HEAD OFFICE:

Chairman of the Board: Gordon Barker
President & Chief Executive Officer: Gerry Kiehl
Vice President, Marketing: Howard Baum
Vice President, Operations: Charlie Duggan
Consumer Counsellor: Marilyn Clark
Consumer Counsellor: Marianne Lidstone
District Manager: Steve Ramsay
District Manager: Roy Brown
District Manager: Darwin Flathers

MARKETING OFFICE:

Oakridge Marketing Department
#56 2580 Southland Drive S.W.
Calgary, Alberta
T2V 4J8
(403) 238-3884

MANAGEMENT AT OAKRIDGE OFFICE:

Food Marketing Manager: Bob Illingsworth
Grocery Marketing Manager: Jorgen Laursen
Produce Marketing Manager: Stuart Job
Meat Marketing Manager: Don Romansky
Advertising Manager: Gerry Thompson

STORES: Calgary Co-op operates 12 stores; 11 in Calgary, and one in Strathmore. It functions independently of other co-operative organizations. Store #13 is scheduled to open in the fall of 1984 in northwest Calgary.

BUYING PROCEDURES:

To obtain a new listing or make a change in your listing, contact the respective marketing managers. Buying decisions are made at a weekly meeting which also includes M. Clark and W. Hoffart from Federated Co-op. M. Clark,

the consumer consellor, will test your product in the Co-op kitchen. Once your product is listed with Calgary Co-op, it is stocked by their wholesaler, Federated Co-op Ltd.

Produce items are wholesaled and distributed by Scott National and purchasing decisions are made in conjunction with the Calgary branch office of Scott National.

B. Illingsworth is also responsible for products purchased for the Calgary Co-op cafeterias. Your individual advertising arrangements should be made with the marketing managers, who, in turn, co-ordinate all advertising with Gerry Thompson.

CANADA SAFEWAY LIMITED

HEAD OFFICE: 535 - 10 Avenue S.W.
Calgary, Alberta
T2R 0A8
(403) 269-2501

SENIOR MANAGEMENT:
President-Chief Executive Officer: R.H. Kinnie
Vice Presidents: R.F. Hendy, B. Nicol, D.L. Olson, R.H. Parkyn, V.E. Fahey, N.D. Fingler, A.R. Paton, V.L. Pinchin, Jim Waters

Jim Waters, vice president, public affairs is very familiar with the Alberta marketplace and is a good "first" contact into the Canada Safeway organization.

Calgary Division — 535 - 10 Avenue S.W., Calgary 269-2501
— 47 stores

Division Manager: B. Nicol
Retail Operations Manager: John Jope
District Manager: Fred Bonozew
District Manager: Bob Marchant
District Manager: Bruce Johnson
Advertising & Merchandising Manager: Larry Herbac
Meat Merchandising Manager: Fidel Stephenson
Bakery Merchandising Manager (also for Edmonton Division): Clark Mechan
Produce Merchandiser: Dale Olson
Frozen Food Buyer: Jack Schauemaker
Perishables Food Buyer: Al Slip

Edmonton Division — 16011 - 116 Avenue, Edmonton 453-6300
— 53 stores

Division Manager: D.L. Olson
Retail Operations Manager: Charlie Schaupmeyer
District Manager: E. Nykyforiak
District Manager: Norm Leaf
District Manager: Harry Gerbrandt
District Manager: Lloyd Dichaw

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Advertising & Merchandising Manager: Stu McGregor
Meat Merchandising Manager: Tom Hodgins
Frozen Food Buyer: Jim Hunter
Perishable Food Buyer: Dwayne Mersey
Produce Merchandiser: Roger McLeod

BUYING PROCEDURES:

For listings of new items, new sizes and special packs, contact L. Herbac in Calgary and S. McGregor in Edmonton for Safeway and Food Barn stores. It is recommended that product presentations also be made to respective buyers, merchandising managers and MacDonalds Consolidated supply managers. District managers should also be aware of your new product. Group buying meetings are held every Monday.

MacDonalds Consolidated, Safeway's wholesale and distribution arm, then carries your product, unless you deliver directly to the store.

C.W. BOONE LTD.

(Division of Horne & Pitfield Foods Ltd.)

HEAD OFFICE: 9350 - 48 Street
Edmonton, Alberta
T6B 2R3
(403) 468-4333

MANAGEMENT: Branch Director: Brian Blacklock
Buyer: Claude Rochon
Assistant Manager: Derek Minter

BUYING PROCEDURES:

To obtain a listing for your foodservice produce, contact Brian Blacklock.

With their own sales force, this company services foodservice accounts in Edmonton and northern Alberta, using Horne & Pitfield warehouse facilities.

DEBAJI'S

HEAD OFFICE: 205 Carnegie Drive
St. Albert, Alberta
(403) 458-1777

MANAGEMENT: Mazen Debaji

OPERATION: Debaji's operate a wholesale distribution business from the St. Albert location, supplying produce, bulk nuts, cheeses and fresh juices to its two Edmonton retail locations and one Red Deer location.

BUYING PROCEDURES:

Contact Mazen Debaji for listings.

EDMONTON CO-OPERATIVES ASSOCIATION LTD.

HEAD OFFICE: 7935 - 71 Street
Edmonton, Alberta
T6B 1W9
(403) 469-4477

SENIOR MANAGEMENT:

President: Bob Borreson
Vice President: Jerry Heath
General Manager: Ken Adie
Grocery Manager: Gerry Mansell
Produce Manager: Gerry Weisgerber
Meat Manager: Alan Smith

STORES: Edmonton Co-op operates five stores in Edmonton.

BUYING PROCEDURES:

To obtain a listing, contact the grocery, produce or meat managers. Once your product is listed with Edmonton Co-op, it is stocked by their wholesaler, Federated Co-operatives Ltd.

FEDERATED CO-OPERATIVES LTD.

HEAD OFFICE: 401 - 22 Street East
Saskatoon, Saskatchewan
S7K 3M9
(306) 244-3311

SENIOR MANAGEMENT:
Food Manager: Glen Hanson

ALBERTA REGIONAL OFFICES

Federated Co-operatives Ltd. is a wholesale operation distributing to 94 stores throughout Alberta, including the Calgary Co-op and Edmonton Co-op stores.

Calgary: 2626 - 10 Avenue N.E.
(403) 272-4081

Food Manager: Wayne Hoffart
Meat Supervisor: Erick Lix

Edmonton: 14404 - 128 Avenue
(403) 454-2441

Food Manager: Stan Sawatzky
Meat Buyer: Luke Webbnick

BUYING PROCEDURES:

If you wish to deal with the Calgary and Edmonton Co-ops you must obtain a listing with their buyers (see directory). Then your product will be stocked by Federated Co-op, unless you deliver direct to the store.

The branch food managers are responsible for forwarding all listing information to the Saskatoon head office. In most cases the products listed with the Calgary or Edmonton Co-op are the ones listed for the rural co-op stores.

Federated supplies the rural retail co-op stores with many advertising services, plus accounting, training and planning services.

The retail co-ops are owned by their consumer members and the co-ops in turn own Federated Co-operatives Ltd., their supply house.

There are more than 200 products bearing the Co-op and Harmonie label which Federated distributes to the retail co-op stores.

Interprovincial Co-operatives Limited, with its operational office in Mississauga, Ontario, handles the procurement of Co-op and Harmonie items.

FLETCHERS WHOLESALE LTD.

HEAD OFFICE: 70227 Gerrard Road
Edmonton, Alberta
(403) 468-2505

MANAGEMENT: General Manager: Glen Nowlin

BUYING PROCEDURES:

Contact G. Nowlin if you are interested in using this company's foodservice wholesale and distribution services in the Edmonton market area.

FOOD CITY SUPERMARKETS LTD.

HEAD OFFICE: #232, 5401 Temple Drive N.E.
Calgary, Alberta
T1Y 3R7
(403) 285-8115

MANAGEMENT: President: Henry Chow
Vice President: Verna Chow
General Manager and Head Buyer: Johnny Chu

STORES: Food City Supermarkets, not related to Food City stores in Ontario, operates five supermarkets, all in the Calgary area.

BUYING PROCEDURES:

All buying is done at the head office. Products are then wholesaled and distributed to Food City stores by Associated Grocers Ltd. Often, if Associated Grocers will carry your product, then Food City may also. See Associated Grocers in directory.

THE GROCERY PEOPLE
(subsidiary of Alberta Grocers Wholesale Ltd.)

HEAD OFFICE: 11420 - 170 Street
Edmonton, Alberta
(403) 451-3971

MANAGEMENT: General Manager: Gabe Keller
Sales & Purchasing Manager: Bob Boetger
Grocery Buyer: Sherrel Williams
Perishables Buyer: Dave Littlefair

BUYING PROCEDURES:

To obtain a listing for your foodservice product, contact B. Boetger and the grocery or perishables buyer.

The Grocery People will assist you in launching your product by distributing advertising flyers to their customers. The company presently has seven sales people.

This company handles the market area from Red Deer and north into B.C., N.W.T. and Saskatchewan; servicing all types of hotels, restaurants and institutions.

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HORNE & PITFIELD FOODS LTD.

(subsidiary of M. Loeb Ltd., Ottawa)

HEAD OFFICE: 12831 - 163 Street
Edmonton, Alberta
T5J 2G9
(403) 470-1470

MANAGEMENT: President: K.W. Quinn
Vice President, Wholesale Operations: W. Wagner
Vice President, Retail Operations: M. Lindgren
Vice President, Marketing: J. Freeman
Director Meat Operations: R. McKee
Director Advertising: D. Clark
Director Produce: C. Schur
Director Corporate Stores: T. Vanderweide
Director Retail Operations: R. Daley
Director MRT Stores: R. Boychuk

STORES: 410 in total; in Alberta, B.C., Saskatchewan, N.W.T.

GROUPS OPERATED:

IGA	88
MM — Much More	136
Triple S	12
Red Rooster	157
Mayfair	21
Food Giant	5

Horne & Pitfield offers a full retailer service program, including advertising programs.

Horne & Pitfield also services about 200 non-group customers.

CASH & CARRY:

The company has eight cash & carry warehouses; Edmonton (4), Calgary (2), Lethbridge (1), Fort McMurray (1).

BUYING PROCEDURES:

For all requests for new items, new sizes, special packs or point-of-purchase displays, contact Brian Leonard at the head office. New product presentations should also be made to J. Freeman for grocery, dairy, frozen; R. McKee for meats

and C. Schur for produce items and to the advertising, retail and wholesale operations staff as they are involved in the buying decision meetings.

It is advised to follow up on a regular basis with the branch buyers once you obtain your listing.

If your product is for a local market only, contact the local branch wholesale buyer. That person in turn contacts J. Freeman for approvals. Many test markets are handled this way.

For listings in the cash & carry warehouses, contact G. Kinney in Edmonton. For Food Giant listings contact R. Radloff in Calgary branch office.

BRANCH OFFICES

Red Deer, 4756 Riverside Drive (403) 346-4145
Manager & Buyer: D. Ostapowich
Buyer: Wayne Kisiloski

Calgary, 7704 - 30 Street S.E. (403) 279-4483
Manager: Dennis Allen
Grocery Buyer: Laird Phimester
Food Giant Supervisor: Rick Radloff

Medicine Hat, Industrial Avenue S.E. (403) 527-3377
Manager & Buyer: R. Gertner
Buyer: Dave Hart

St. Paul, 5105 - 50 Avenue (403) 645-4624
Manager & Buyer: Harvey Smith
Buyer: Roger Lakusta

Grande Prairie, 8930 - 111 Street (403) 532-7098
Manager & Buyer: Bill Nelson
Buyer: Brent Adams

Peace River, P.O. Box 580 (403) 624-2578
Manager & Buyer: T. Coffin
Buyer: S. Paulsen

Edmonton, 12910 - 156 Street (403) 470-1440
Manager: J. Stanton
Head Buyer: Diane Doherty

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INDEPENDENT WHOLESALE LTD.

HEAD OFFICE: 10326 - 107 Street
Edmonton, Alberta
T5J 1K3
(403) 423-4446

MANAGEMENT: Manager: Steve Hucul
Buyer: John Hucul
Buyer: E. Krupka

BUYING PROCEDURES:

Contact J. Hucul for new product presentations.

Independent Wholesale does not carry fresh meat or produce. The company distributes mostly in the Edmonton area to independent retailers, institutions, drug stores and hotels.

I & S PRODUCE LTD.

HEAD OFFICE: 8007 - 127 Avenue
Edmonton, Alberta
T5C 1R9
(403) 478-3451

MANAGEMENT: President: Jack Iwabuchi
Vice President: Robert Iwabuchi
General Manager: Richard Pidwerbeshi
Sales Manager: Jim Graham
Grocery, Frozen Food Buyer: Sat Miruyama

SERVICES: Combined with its vegetable processing facility, I & S Produce also provides wholesale distribution of fruits and vegetables, grocery lines and frozen products to foodservice accounts.

BUYING PROCEDURES:

For new product presentations, contact S. Miruyama. He would then consult with the general and sales managers of the company. Sales presentations are made on Friday afternoons. Advertising flyers are mailed to foodservice customers. As with all foodservice distributors, your promotional efforts and detailing with accounts to create a demand will influence listings and, in turn, sales.

MACDONALDS CONSOLIDATED LTD.
(subsidiary of Canada Safeway Ltd.)

WHOLESALE BRANCHES:

Calgary: 215 - 42 Avenue S.E. (403) 287-3080
Grocery Supply Manager: E. Herman
Produce Supply Manager: Paul Turner

Edmonton: 11528 - 160 Street (403) 452-7236
Grocery Supply Manager: R. Blum
Produce Supply Manager: L. Ryley

Lethbridge: P.O. Box 310 (403) 329-0722
Grocery & Produce Warehouse Manager: Barry Freed

Red Deer: P.O. Box 430, 4946 - 53 Avenue (403) 346-2361
Grocery & Produce Warehouse Manager: Gordon Philip

BUYING PROCEDURES:

It is advisable once you have met with L. Herbac or S. McGregor in Calgary and Edmonton for listings with Canada Safeway, that you also familiarize the wholesale operation managers with your product.

MacDonalds Consolidated Ltd. not only operates as a wholesaler and distributor to Canada Safeway stores, but also as a supplier to some independent retailer and foodservice accounts throughout the province, particularly from the Lethbridge and Red Deer branch warehouses.

MAC'S CONVENIENCE STORES INC.

HEAD OFFICE: 10 Commander Blvd.
Scarborough, Ontario
M1S 3T2
(416) 291-4441

WESTERN REGION OFFICE:
#20, 6624 Centre Street South
Calgary, Alberta
T2H 0C8
(403) 278-9582
General Manager: Roy M. Smith
Merchandising Manager: Hugh Large

STORES: Mac's operates 126 convenience stores in Alberta

BUYING PROCEDURES:

Buying for the whole western region is centralized and authorized in the Calgary office. Hugh Large is the contact to obtain listings. Wholesaling and distribution is provided by Western Grocers.

MEDICINE HAT WHOLESALE FOODS LTD.

HEAD OFFICE: 851 Industrial Avenue S.E.
Medicine Hat, Alberta
T1A 3L7
(403) 527-4481

MANAGEMENT: Manager: Harry Mitzner
Grocery Buyer: Hugh Geddes

BUYING PROCEDURES:

Contact either H. Mitzner or H. Geddes for a listing with this company which services both retail and foodservice customers in the Medicine Hat and Brooks area.

THE MERCO WHOLESALE LIMITED

HEAD OFFICE: 11620 - 120 Street
Edmonton, Alberta
T5G 2Y2
(403) 454-8641

MANAGEMENT: President: G.J. MacDonald
Vice President: S. Pichonsky
General Manager: J. Belland
Assistant General Manager: J. Selski
Manager Retail Operations: L. Rurka
Produce Manager: E. Mazur
Buyers: I. Currie, S. Clark

GROUPS OPERATED:

Big M	25
M-A	24
Associated	100

The 100 associated stores are smaller grocery and general stores supplied by the company. The company provides preprinted order forms, flyers, retail bulletins, weekly specials, advertising, signs and store planning.

BUYING PROCEDURES:

For new product presentations, contact the buyers.

MOTHER NATURE'S FOOD SALES LTD.

HEAD OFFICE: #3, 555 - 36 Street N.E.
Franklin Mall
Calgary, Alberta
T2A 6K3
(403) 235-3630

MANAGEMENT: President: Jeff Weltman
General Manager: Tony James

OPERATION: Mother Nature's Food Sales Ltd. is a wholesale-distribution company specializing in produce, bulk foods and health food grocery lines. The company supplies its three Calgary retail operations, Mother Nature's Food Stores, and other health food stores in Alberta.

A cash and carry service is offered from the warehouse located in Franklin Mall.

BUYING PROCEDURE:

To obtain a listing, contact T. James. The company is always interested in obtaining suppliers with specialty lines which may not be appropriate for a large supermarket operation.

SCOTT NATIONAL LTD.

HEAD OFFICE: 1029 - 17 Avenue S.W.
Calgary, Alberta
T2T 0A9
(403) 245-6681

MANAGEMENT: President, General Manager: Ken Kirsch
Vice President, Chairman: Paul Soulier
Vice President, Marketing, Branch Operations: Garry Wagner
Vice President, Fresh Fruit & Vegetable Division: Jim Lloyd
Vice President, Foodservice Division: Brian Mann
National Foodservice Sales Manager: Jack Reid

SERVICES: Scott National wholesales and distributes fresh fruits and vegetables, frozen foods, foodservice, groceries, confectioneries, plus non-food items through its 14 branch offices from Dryden to Cranbrook.

Over 60 per cent of the company's business is related to the foodservice market with the retail emphasis being almost exclusively produce.

BUYING PROCEDURES:

For foodservice, 90 per cent of the buying is co-ordinated through head office. For new product presentations, contact B. Mann. A committee makes the final buying decision and it consists of J. Reid; L. Murray, supervisor buying department; and A. Haynes, foodservice product specialist for Alberta.

Scott National prefers that a manufacturer be able to supply all 14 branches and will not handle a product if it is sold directly.

After your product is listed, you should establish contact with branch level buyers and work closely with the local salesmen.

Scott National sends out 5000 copies of "Foodservice World" to its customers on a monthly basis. Specials and new products are featured.

For fresh fruit and vegetable listings, contact J. Lloyd.

BRANCH OFFICES:

CALGARY: 1110 - 58 Avenue S.E.
T2H 2C4
(403) 253-7316

Manager: Al Seeley 253-3744
Foodservice Sales Manager: D. Fedyk 253-1399
Buyer — Grocery, Frozen Food: W. Schultz 253-7044
Service Supervisor: A. Herrmann 253-6889

EDMONTON: 14215 - 125 Avenue
T5J 2J1
(403) 451-3550

Manager: Scott Robison 452-6851
Foodservice Accounts Supervisor: Tony Bishop
Produce Buyer: K.O. Bell
Grocery Buyer: D. Hogg
Service Supervisor: A. Sempovich

GRANDE PRAIRIE: 9145 Park Road
P.O. Box 1040
T8V 3R5
(403) 539-7850

Manager: J.J. Wulff
Sales Manager: W. Coulbourn
Buyer: G. Vanschaick

LETHBRIDGE: P.O. Box 1030
209 - 4 Street South
T1J 4A2
(403) 328-3361

Manager: F. Clark
Foodservice Accounts Supervisor: H. Hinatsu
Buyer: C. Petrie

MEDICINE HAT: P.O. Box 488
523C North Railway Street
T1A 7G2
(403) 527-1161

Manager: C. Unrau

PEACE RIVER: P.O. Box 336
9602 - 96 Street
T0H 2X0

Manager: J.B. Hackett
Buyer: M. Wadsworth

RED DEER: P.O. Box 370,
7459 - 49 Avenue
T4N 5E9
(403) 346-2068

Manager: R.A. Thudium
Foodservice Co-ordinator and Buyer: G. Smith

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7-ELEVEN STORES

HEAD OFFICE: Southland Canada Inc.
4285 Canada Way
Burnaby, B.C.
V5G 1H2
(604) 438-3322

MANAGEMENT: (in Vancouver)
Division Manager: F. Farr
Merchandise Manager: J. Musselwhite
Senior Buyers: G. Blom
B. Wood

ALBERTA REGION: 7-Eleven operates 99 convenience stores throughout Alberta.

Alberta Zone Manager: Mike Sugden (403) 253-1408
Located in Calgary office as noted below.

South Calgary District: (403) 253-1281
6025 - 6 Street S.E.
Stores: 30
District Manager: Tim Rhodes
Sales Manager: Mike McIssac

North Calgary District: (403) 253-6375
6025 - 6 Street S.E.
Stores: 34
District Manager: Dave Devers
Sales Manager: Bill Patterson

Edmonton District: (403) 461-0711
3823 - 98 Street
Stores: 35
District Manager: Dave Hogan
Sales Manager: Barry Derco

BUYING PROCEDURES:

The district sales managers are responsible for initial screening of all product presentations. They can approve some listings, however any major changes to merchandise mix are handled by the Vancouver office.

Wholesaling and distribution for 7-Eleven stores in Alberta is handled by Wallace & Carey Ltd.

SIMON & REIMANN FOOD DISTRIBUTORS LTD.

Calgary Office: #17, 4216 - 54 Avenue S.E.
(403) 279-8909

Manager: Ralf Eichstadter
Buyer: Barry Krieger

Edmonton Office: 15911 - 132 Avenue
T5V 1H8
(403) 470-1689

Manager: Wilf Wiebe
Assistant Manager: John Younger
Salesman: Carl Wettlaufer

BUYING PROCEDURES:

Contact R. Eichstadter or W. Wiebe if you are interested in using this company's foodservice wholesale and distribution services.

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SUNSPUN FOOD SERVICE

(Division of Westfair Foods Ltd.)

Sunspun Foodservice has seven branch offices from Thunder Bay west to Alberta.

Calgary Office: 6810 - 40 Street S.E.
T2C 2A5
(403) 279-2515

Foodservice Manager: Cheri Jones

Edmonton Office: 16104 - 121 A Avenue
T5J 2J5
(403) 454-1561

Foodservice Manager: Jim Courtney

BUYING PROCEDURES:

For distribution of your products to foodservice accounts, contact either C. Jones or J. Courtney and arrange to meet the appropriate buyer (see Western Grocers). Sunspun Managers recommend that a manufacturer should decide between selling direct or using a distributor, which enables you, the manufacturer, to reduce sales force, deliveries and accounts receivable.

Like other wholesale distributors, Sunspun sends out advertising flyers, featuring manufacturers' specials and promoting new items.

SUPER VALU STORES
(Ferraro's Ltd.)

ALBERTA OFFICE: 1427, 1623 - 14 Avenue N.W.
Calgary, Alberta
T2N 1M4
(403) 289-0226

MANAGEMENT: General Manager: George Wood
Meat Merchandiser: Gary Baron
Bakery, Deli Merchandiser: Lorne Parisotto
Produce Merchandiser: D. Schultz
Grocery Merchandiser: Bill McEwan

STORES:

Calgary	(5)
Edmonton	(3)
Lethbridge	(1)

BUYING PROCEDURES:

All buying is co-ordinated by the Calgary office merchandisers, as listed. B. McEwan also co-ordinates the advertising. Once a listing is established, Super Valu requests that it be listed with their wholesaler, Western Grocers.

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VALDI INC.

(Division of Steinberg Inc.)

WESTERN REGIONAL OFFICE: 4545 - 54 Avenue S.E.
Calgary, Alberta
T2C 2L9
(403) 236-1615

MANAGEMENT: General Manager: Ron Fraser

STORE LOCATIONS: Valdi's operates 16 "limited line" food stores in Alberta

Calgary	(5)
Edmonton	(8)
Red Deer	(1)
Lethbridge	(1)
Medicine Hat	(1)

BUYING PROCEDURES:

Contact for listings should be made with R. Fraser, who in turn contacts Montreal headquarters for purchasing.

WALLACE & CAREY LTD.

HEAD OFFICE: 5445 - 8 Street N.E.
Calgary, Alberta
T2K 5R9
(403) 275-7360

MANAGEMENT: Vice President: Buzz Cavangh
Grocery Buyer: Debbie Chovanak
Confectionery Buyer: Ted Donald

Edmonton Branch:
11638 - 147 Street
T5M 1W3
(403) 451-2699

OPERATION:

Wallace & Carey is an independent wholesale and distribution company, supplying 7-Eleven Stores in Alberta, plus Shoppers Drug Mart, Valu Drug Marts and many independent "corner" type grocery stores. They carry tobacco, health and beauty aids, confectionery and grocery (including frozen) lines and have buyers in Calgary for each category.

BUYING PROCEDURES:

All buying for the province is co-ordinated in the Calgary office. Contact the buyers for product presentations. The Edmonton office handles distribution only.

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WESTERN GROCERS LTD.

(Division of Westfair Foods Ltd.)

HEAD OFFICE: 101 Weston Street
Winnipeg, Manitoba
R3E 2T4
(204) 786-7941

Western Grocers has 11 branch offices from Thunder Bay west to Alberta. They also operate Dominion Fruit in Red Deer.

CALGARY OFFICE 6810 - 40 Street S.E.
T2C 2A5
(403) 279-2515

Branch Manager: George Webber
Head Merchandiser: Merv Barr
Sales Manager: John Bevan
Frozen Food Buyer: Bill Kostiuk
Grocery Buyer: John Demerier
Produce Manager: Bill Drake

EDMONTON OFFICE: 16104 - 121 A Avenue
T5V 1B2
(403) 454-1561

Branch Manager: Pat Bryan
Head Merchandiser: Kent Pederson
Super Valu Co-ordinator: Len Shostak
Sales Manager: Grant Davidson
Meat Merchandiser: Anco Vanderland
Produce Manager: Gerry Hoffman

GROUPS OPERATED:

Red & White: 94 stores; located in Alberta (47), Saskatchewan (39), and Manitoba (8).
Lucky Dollar: 146 stores; located in Alberta (27), Saskatchewan (57), Manitoba (60) and Northwest Ontario (2).
Tom Boy: 70 stores; located in Alberta (36), Saskatchewan (11), Manitoba (18) and Northwest Ontario (5).

The company regularly supplies some 1000 customers who are not members of one of the groups it sponsors, for example: Super Valu Stores and Mac's Convenience Stores.

CASH & CARRY:

Western Grocers operates two cash & carry outlets, one each in Calgary and Edmonton, mainly for small corner store operators and restauranteurs.

BUYING PROCEDURES:

Buying is done at the branch offices. For new product presentations and listings, contact the head merchandisers and the appropriate buyers. Listing decisions are made at group meetings which also include a council of former store owners. Decisions for new listings are based on proven consumer acceptance, sales performance, advertising dollars available and special price offerings.

WOODWARD'S

HEAD OFFICE: 101 West Hastings Street
Vancouver, B.C.
V6B 4G1
(604) 684-5231

SENIOR MANAGEMENT:
Chairman of the Board: C.N. Woodward
Senior Vice President Alberta Operations: P.C. McComb
Vice President, Food Operations: M.P. McBride

DIVISIONAL MANAGERS: (Vancouver)
Grocery: Lionel Vail
Meat: Pat Keough
Restaurant: Hugo Stead
Bakery: G.W. Thorne
Senior Buyer: Chris Barnett
Manager of Food Advertising and Promotions: F. Anweiler

ALBERTA DISTRIBUTION CENTER: 3850 - 98 Street
Edmonton, Alberta
T6E 3L2
(403) 462-6685

Merchandise Manager Foods-Alberta: B. Clark
Buyer Grocery Division: Brian Zaminsky
Buyer Meats Division: Harvey Rubelac
Buyer Deli Division: Wayne Hart

Sales Promotion Manager Meats: Gordon Dallas
Sales Promotion Manager Grocery: J.C. Nixon
Sales Promotion Manager Bakery: F. Corazza
Sales Promotion Manager Produce: Glen Baty

STORES: Nine in Alberta Calgary (3), Edmonton (4), Lethbridge (1), Red Deer (1)

BUYING PROCEDURES:

For Alberta listings contact the respective buyers, as listed. The sales promotion managers should also be familiar with your product.

Woodward's handles a variety of private label products. Procurement is controlled by the Vancouver office.

OTHER DISTRIBUTORS

The food business has many other specialized companies offering wholesale, warehousing and distribution services for specific product lines. These companies are often combined with either a brokerage, manufacturing or other related business. Contact these companies if your product is best suited to this form of distribution.

COMPANY	ADDRESS	CONTACT	SPECIALTY
Can-Am Distributors Ltd.	7815 - 127 Avenue Edmonton, Alberta T5C 1R9 (403) 478-8821	Jack DeJong	bakery, confectionery
Francis Distributors Ltd.	#13, 6143 - 4 Street S.E. Calgary, Alberta T2H 2H9 (403) 255-0320	Gordon Rodway	bakery, perishables, others
HPI Beverages Ltd.	8025 - 127 Avenue Edmonton, Alberta T5C 1R9 (403) 478-3416	Grant Smith	beverages, other
Hudson's Bay Wholesale Ltd.	1224 - 34 Avenue N.E. P.O. Box 3928, Station "B" Calgary, Alberta T2M 4M5 (403) 276-8951	Barry Meeds	tobacco, confectionery, condiments and some grocery lines. Receptive to new product presentations.
	11825 - 105 Avenue P.O. Box 696 Edmonton, Alberta T5H 0L9 (403) 452-1670	Tony Kremzar	
	6143 - 48 Avenue Red Deer, Alberta T4N 2R2 (403) 346-7725	Bill Thomas	
	5017 - 48 Avenue P.O. Box 1600 Ponoka, Alberta T0C 2H0 (403) 783-4222	Bill Thomas	
	803 - 30 Street P.O. Box 1015 Lethbridge, Alberta T1H 3Z2 (403) 328-8801	Boris Labiuk	

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COMPANY	ADDRESS	CONTACT	SPECIALTY
	1047 Brier Park Way P.O. Box 127 Medicine Hat, Alberta T1A 7E8 (403) 526-2865	Jake Siemens	
Kirkland Rose Ltd.	4505 - 1 Street S.E. Calgary, Alberta T2G 2L2 (403) 243-5493	Tom Woertman	bakery
Livingstone Distribution Ltd.	4441 - 76 Avenue S.E. Calgary, Alberta T2C 2G8 (403) 279-8600	Gerry Imbery	public warehousing and distribution of food products
	11708 - 167 Street P.O. Box 2026 Edmonton, Alberta T5J 2P4 (403) 452-9880	Gordon May	
Mrs. Willman's Fine Baking Ltd.	1420 Meridian Road N.E. Calgary, Alberta T2A 2N9 (403) 272-5556	Ross Benedict	bakery, cookies
Northdale Enterprises Ltd.	#7, 7408 - 40 Street S.E. Calgary, Alberta T2C 2L6 (403) 236-0190	Barry Trakalo	meats, pickles, juice
QF Food Distribution Service Ltd.	3835 Ogden Road S.E. Calgary, Alberta T2G 4N6 (403) 263-0771	Ernie Evans	frozen food, distribution to wholesalers and retailers, frozen foods public warehousing
Versatile Cold Storage Corp.	3839 Ogden Road S.E. Calgary, Alberta T2G 4N6 (403) 265-3472	R. Rogers	public warehousing and distribution, frozen foods
Watts Food Distributors Ltd.	6304B - 6A Street S.E. Calgary, Alberta T2H 2B7 (403) 253-1206	Keith Watts	beverages

BUYING GROUPS

Interprovincial buying groups exist throughout the food trade, as they do for many manufactured products. A summary of the current food buying group affiliations within the Alberta marketplace follows.

DESCRIPTION — Buying groups include any organization that purchases for a group of businesses. They may do this by placing orders, taking delivery and performing other services for their members. They may be a collection office which buys for the purpose of maximizing volume rebates. Some buying groups may also act as managers for the members' purchases of private label brand and generic products.

FOOD BUYING GROUP INVOLVEMENT IN ALBERTA

FOODWIDE OF CANADA LTD.
— Loblaws Companies Ltd. and Provigo Inc.
— **in Alberta:** Sunspun Foodservices Ltd.
Western Grocers Ltd.

VOLUME I INC.
— Steinberg Inc. and Dominion Stores Ltd.
— **in Alberta:** Valdi Inc.

IGA/SAFEWAY
— IGA and Canada Safeway Ltd.
— **in Alberta:** Horne & Pitfield Foods Ltd.
Canada Safeway Ltd.

UNITED GROCERY WHOLESALERS LTD.
7100 - 44 Street S.E.
Calgary, Alberta
T2C 2V7
(403) 236-6300
President: G. Deegan

— There are 13 shareholder members across Canada.
— **in Alberta:** Woodward's
Alberta Grocers Ltd.
Merco Wholesalers Ltd.
Associated Grocers Ltd.
Federated Co-op Ltd.

— UGWL handles volume purchasing of national brand products and administers a generic program for Can-Am Food Ltd., a private label program for Western Family Ltd.

FEDERATED FOODS LTD.
— There are 17 foodservice distributor members across Canada;
— **in Alberta:** Scott National
— Federated Foods also handles the Sunshine private label program.

ASSOCIATED FOOD DISTRIBUTORS

— There are 30 foodservice distributor members across Canada.
— **in Alberta:** Bridge Brand Food Services Ltd.
I & S Produce Ltd.
Medicine Hat Wholesale Foods
Simon & Reimann Food Distributors Ltd.

INDEPENDENT TOBACCO WHOLESALE ALLIANCE (ITWAL)

— There are over 160 members in ITWAL.
— **in Alberta:** Wallace & Carey Ltd.
Medicine Hat Wholesale Foods Ltd.
Independent Wholesale Foods Ltd.

LISTINGS — HOW TO OBTAIN AND MAINTAIN THEM

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The key to a successful product introduction lies in careful, deliberate consideration and detailed explanation of the following:

— the product itself — does the new product truly deliver a unique benefit to the marketplace?

— its planned positioning in the marketplace

— the size and growth pattern of the market

— its recommended retail shelf placement

— its recommended selling price

— its packaging

— the amount of co-operative advertising and incentive plans including introductory allowances, payment terms and volume allowance programs needed to gain listings

— the type and amount of consumer and trade advertising

— the type and amount of consumer promotion

THE PRODUCT

Manufacturers need to ask for input before they launch a new product. Buyers can provide extremely valuable input during your initial planning stages. After several years of buying and merchandising a product category, a food buyer develops a strong sense for what will and will not work. The buyer can also provide recommendations on retail shelf placement, package dimensions, shipper case packs and potential size and growth pattern of the market.

Competition in the food business is strong, especially in the area of new products. Progressive Grocer reports that only one-third of all new products actually make it through product introductions and only one out of seven is still on the shelf a year later.

COST OF MARKETING

A manufacturer must be prepared to pre-spend. Be prepared to invest in the marketplace and these costs must be budgeted. Go to the buyer and say "regardless of sales, we're prepared to . . ." and outline a sound merchandising program.

Although no hard and fast rules apply to product pricing, the following is a general guideline that has been recommended by fellow processors:

DELIVERED PRODUCT PRICE

+ 5% co-operative advertising
+ 2% cash discounts
+ 6% deals
+ 5% broker fees
+ 5% consumer promotions

23%

RETAIL PRICE = PRODUCT PRICE + 23%

The marketing costs as outlined are real costs and must be budgeted.

PRICE LISTS

Separate price lists should be prepared depending on the type of distribution. These lists are often referred to as distribution allowances and should state the minimum shipments necessary to qualify.

1. FOB Wholesale Distributor Warehouse Allowance
2. Corporate and Independent Drop-Ship Allowance — when listings are difficult to obtain, drop shipping provides the following advantages:

   a) allows for direct shipment to the independent stores with invoicing being handled by wholesaler

   b) the wholesaler may guarantee the account

   c) shows the wholesaler that your product does sell thereby justifying a listing through the warehouse.

   When dealing with corporate chain stores, permission must be granted by the majors to distribute to their stores on a direct basis.

   Prices should be higher on drop-shipments than to the wholesaler to help cover the extra distribution costs and to ensure that retailers will be able to buy at prices through their warehouses which are at least competitive with the price they paid for drop-shipments (for example: seven to eight per cent higher).

3. FOB Plant Pick Up — this price must be carefully calculated so that enough of the saving on distribution is passed on to the wholesaler for him to pay the shipping charges from your plant to his warehouse.

CASE SIZES OR PACKS

Case "turns" and the size of the master cartons are extremely important to both you and the buyer. When a buyer checks the results on velocity reports, he often looks only at the number of turns, not at the case size. In other words, it may be advantageous to package 12 units per case as opposed to 20. The buyer perceives increased turns to equate to increased sales volumes.

PRODUCT PACKAGING

First impressions are critically important. Considerable attention and adequate financial commitment must be paid to packaging. PACKAGING IS A BRAND'S INSTANT IMAGE.

CO-OPERATIVE ADVERTISING AND DEAL ALLOWANCES

Generally, a manufacturer accrues two to five per cent of invoice value to be used toward co-operative advertising. However, every product category is different and it is critical for you to determine where your product fits versus the competition. For example, co-operative advertising on cheese may equal 1.5 per cent while on honey, 15 per cent may be accrued. This value is put towards the purchase of newspaper ads in conjunction with the retailer. As a manufacturer, you "purchase" a package promotion at least three to a maximum of six times per year. These ads are usually booked in November for the following year. Be sure to stipulate that the feature price will be set six weeks prior to the date of the promotion. On average, consider a 10 per cent price reduction in the form of an off invoice case allowance timed in conjunction with the co-operative advertising feature. Also, consider the number of buy-ins per promotion, possibly one or two. As this benefit should be passed on to consumers, it most likely will increase sales. In your overall projections, anticipate that 50-65 per cent of total purchases will be bought when the item is dealt. Therefore, deals will cost five to six per cent throughout the year or possibly more.

INCENTIVE PLANS

Perhaps the most effective method by which to outline incentive plans is in the form of a product knowledge binder or folder. It could possibly contain information on the following:

INTRODUCTORY DEAL ALLOWANCE
for example: in the form of a case allowance for a period of 30 days after obtaining a listing and/or on the initial one or two orders

VOLUME INCENTIVE PLAN
The purpose of this plan is to encourage the buyer to purchase a greater percentage of the total product category from you. These allowances are usually paid in June and December.

TRUCKLOAD PRICE (40,000 LB TRUCK)
for example: less 2% off invoice

CASH DISCOUNTS
for example: 2%, 15 net 30
for example: 2%, 10 days net 30
2% charged on overdue accounts

CONSUMER PROMOTIONS

One of the underlying objectives of marketing plans for many new products is to build a consumer franchise for the product or brand. Another is to develop a significant core group of loyal and heavy brand users. To achieve this goal, a large number of consumers have to be encouraged to make that important first purchase and try the product. It is in this area that couponing and sampling are most effective, either used separately but best in combination.

IN-STORE SAMPLING

While this kind of activity, being labor intensive, has a high up-front cost, the leverage — the flush through of a lot of product — can do wonders in getting a new product off to a strong start.

Five to 10 or more times normal weekly sales can be generated in one day by in-store sampling, at regular retail price. Therefore, in conjunction with a price feature or a coupon, additional product can be moved.

When a coupon is given, 25 per cent immediate, 40 per cent ultimate redemption can be expected for an in-store effort.

Generally speaking, the closer you get to the point of sale, the greater the impact.

COUPON VALUE

The values recommended for introducing a product are usually higher than those needed for product franchise maintenance among existing products.

For new products, values such as 25, 40 and 50 cents are recommended.

One guideline for new product couponing is to double the percentage discount normally allowed for a coupon on an already established product.

Since more than one-half of all coupons give discounts ranging between eight and 15 per cent of the average product shelf purchase price, a reasonable range for product introductions might be between 15 and 30 per cent, particularly if the coupon is not accompanied by a sample.

This guideline should be used with some discretion however, since for most consumer packaged goods sold in supermarkets, coupon values above 50¢ may not be cost effective.

Other suggestions include:

— use standard values which are multiples of the number five

— do not ask for multiple purchases with an introductory coupon

— for most products, free coupons do not attract a sufficiently high response rate to be cost effective. A small sample and lower value coupon may work better.

IN CONCLUSION

This section will assist you to be well prepared for the actual product presentation to the trade. Be ready for the following types of questions:

— describe your product — how is it superior? What is its competitive edge? Who is the competition? Does it deliver product quality? What is its value; what is the suggested retail price?

— will it be handled by a broker?

— what will be the in-store coverage pattern?

— how are you going to create consumer demand?

— can good distribution be assured?

— how much and what kind of introductory advertising will there be?

— are there promotional funds available? in sufficient quantity?

— where should the product be positioned?

— what are the minimum and maximum shipment quantities?

— did you conduct a test market? what were the results?

— what is the product return policy?

BROKERS — HOW TO SELECT AND WORK WITH THEM

TRADE SHOWS — HOW TO PARTICIPATE PROFITABLY

Appointing a food broker is one of the most important decisions a processor makes. It requires time, thought and detailed field research. The main purpose of the selection process is to find the broker that best fits your needs in each market. Certainly not all products or principals need the same type of service, so brokers of all sizes and degrees of service and sophistication exist. It is most important to match a broker's talents with each principal's requirements on a market-by-market basis.

THE SELECTION PROCESS

"How to Select Food Brokers", published by U.S. National Food Brokers Association, has proven to be a very useful tool for many Alberta food processors. It outlines and discusses the critical steps in the selection process including:

1. analyzing your needs in the market
2. analyzing your products from the broker's viewpoint
3. finding broker candidates
4. evaluating the final candidates
5. making your final decision
6. appointing your food broker

Some questions to consider asking at broker interviews are:

1. Identify the owners. Are there any immediate (next year) management plans or ownership changes expected, including mergers?
2. May I see a list of major principals? May I know which are your five largest retailer and/or foodservice accounts?
3. To whom would you assign our account, and what is his/her background? What accounts does he/she have now? What particular successes has he/she had in the last six months?
4. Please comment on any items in your present product line that would seem to (a) Give you an advantage in handling our line; or (b) Give you an experience base. Are there people in your organization familiar with our product category? If so, what is their experience?
5. What do you consider your best selling and merchandising performance so far in the last 12 months? Explain to the degree you feel appropriate to do so.

Copies of the booklet, "How to Select Food Brokers", are available free of charge by contacting either:

NATIONAL FOOD BROKERS ASSOCIATION
1010 Massachusetts Avenue N.W.
WASHINGTON, D.C.
U.S.A. 20001

OR

MARKET DEVELOPMENT
ALBERTA AGRICULTURE
112 - 16 Avenue N.E.
CALGARY, ALBERTA
T2E 1J5
(403) 297-8452

MARKET DEVELOPMENT
ALBERTA AGRICULTURE
7000 - 113 Street
EDMONTON, ALBERTA
T6H 5T6
(403) 427-4241

NORTHERN ALBERTA FOOD BROKERS

* denotes membership in the Northern Alberta Food Brokers Association

* F. Archibald Brokerage Ltd.
14735 - 124 Avenue
EDMONTON, Alberta
T5L 3B2
(403) 452-8425
Branch Manager: Jim Knudson

* Barry Brokerage Ltd.
P.O. Box 2026
EDMONTON, Alberta
T5J 2P4
(403) 452-2985
President: Vern Nielsen

* Bradley-Rudolph Brokerage Ltd.
10422 - 123 Street
EDMONTON, Alberta
T5N 1N7
(403) 488-8133
Branch Manager: Gordon Landro

* Cascade Food Brokers
P.O. Box 2026
EDMONTON, Alberta
T5J 2P4
(403) 455-1545

* Corbitt McCormick Sales Ltd.
14735 - 124 Avenue
EDMONTON, Alberta
T5L 3B2
(403) 455-9315
Vice President: Robert Corbitt

* Garrod Food Brokers Ltd.
9950 - 69 Avenue
EDMONTON, Alberta
T6E 0T4
(403) 433-0945
Branch Manager: Larry Hamilton

* Hymas Imports
5012 - 76 Avenue
EDMONTON, Alberta
T6B 0A6
(403) 469-0197
Branch Manager: Jim Horrigan

International Pacific Sales Ltd.
11708 - 167 Street
EDMONTON, Alberta
T5M 3Z2
(403) 454-0748
Sales Manager: Earl Keeley

* Klondike Food Brokers Ltd.
#213, 10301 - 109 Street
EDMONTON, Alberta
T5J 1N4
(403) 423-5328
President: Jack Trach

* Koskey Food Brokers Ltd.
14648 - 134 Avenue
EDMONTON, Alberta
T5L 4T4
(403) 451-3060
Branch Manager: Harold Wang

* Lynn Brokerage Ltd.
14735 - 124 Avenue
EDMONTON, Alberta
T5L 3B2
(403) 454-5298
President: Bill Lynn

* MacKelvie Brokerage Ltd.
4619 - 99 Street
EDMONTON, Alberta
T6E 4Y1
(403) 437-1061
President: Jim MacKelvie

* Marketwise Sales (Alberta) Ltd.
14735 - 124 Avenue
EDMONTON, Alberta
T5L 3B2
(403) 454-3963
President: Dale Gaehring

McDonald Food Brokers Ltd.
14627 - 128 Avenue
EDMONTON, Alberta
T5L 3H3
(403) 452-8030
President: Bruce McDonald

* Mid Can Food Brokers Ltd.
711 Georgian Terrace
Sherwood Park, Alberta
T8A 2T7
(403) 464-2951
Branch Manager: Wayne Modin

* MRB Sales (Edmonton) Ltd.
12114A - 163 Street
EDMONTON, Alberta
T5J 2P4
(403) 453-6602
Branch Manager: Roy Munro

* Perco Sales and Associates
4818 - 89 Street
EDMONTON, Alberta
T6E 5K1
(403) 468-6969
Branch Manager: Bruce LaPorte

* K.J. Preiswerck
P.O. Box 2026
EDMONTON, Alberta
T5J 2P4
(403) 452-7757
Branch Manager: Henry Matoga

* Ramsey Brokerage Ltd.
P.O. Box 2026
EDMONTON, Alberta
T5J 2P4
(403) 452-3010
President: John Ramsey

* Seven Cities Food Brokerage Ltd.
10301 - 109 Street
EDMONTON, Alberta
T5J 1N4
(403) 423-3307
Branch Manager: Wayne Olesen

* Shirra Sales Ltd.
14735 - 124 Avenue
EDMONTON, Alberta
T5L 3B2
(403) 455-8511
Branch Manager: Dorothy McDonald

* Tees & Persse Ltd.
11708 - 167 Street
EDMONTON, Alberta
T5J 2P4
(403) 452-3355
Regional Manager: Doug Lawrence

* Westrade Sales
P.O. Box 2026
EDMONTON, Alberta
T5J 2P4
(403) 451-4212
Branch Manager: Rick Taylor

* West-Van (Edmonton) Brokerage Ltd.
P.O. Box 2026
EDMONTON, Alberta
T5J 2P4
(403) 455-8670
Branch Manager: Lloyd Westra

SOUTHERN ALBERTA FOOD BROKERS

* denotes membership in the Southern Alberta Food Brokers Association

* F. Archibald Brokerage Ltd.
219, 415 Manitou Road S.E.
CALGARY, Alberta
T2G 4C3
(403) 287-3159
General Manager: Art Jackson

* Barry Brokerage Ltd.
15, 6115 - 4 Street S.E.
CALGARY, Alberta
T2H 2H9
(403) 253-1010
Branch Manager: Manfred Schultz

* Bradley-Rudolph Brokerage Ltd.
415 Manitou Road S.E.
CALGARY, Alberta
T2H 2J1
(403) 243-4939
Salesmen: Cecil Petkau
Ron Hollingsworth

* Cascade Food Brokers Ltd.
P.O. Box 5902, Station "A"
5112 - 3 Street S.E.
CALGARY, Alberta
T2H 1Y4
(403) 255-0123
General Manager: David Sawatzky

* Chaparral Food Brokerage Ltd.
204, 4441 - 76 Avenue S.E.
CALGARY, Alberta
T2H 2J1
(403) 236-2727
President: Mike Salmon

Culinary Food Brokerage O & S Ltd.
7419 Fountain Road S.E.
CALGARY, Alberta
T2H 0W9
(403) 253-1062
President: Otto Schwab

* Garrod Food Brokers Ltd.
230B, 3700 - 78 Avenue S.E.
CALGARY, Alberta
T2C 2L8
(403) 236-2155
President: R.C. Foord

* Hymas Imports & Brokerage
731 - 2 Avenue S.W.
CALGARY, Alberta
T2P 0E4
(403) 265-2970
President: Fred Van Walleghem

International Pacific Sales Ltd.
720 - 28 Street N.E.
CALGARY, Alberta
T2A 6R3
(403) 235-2800
Sales Representative: Keith Ross

* Koskey Food Brokers Ltd.
1155G - 44 Avenue S.E.
P.O. Box 1117, Station "T"
CALGARY, Alberta
T2H 2H5
(403) 243-3075
President: Howard Koskey

* Lynn Brokerage Ltd.
96 Edgewood Drive N.W.
CALGARY, Alberta
T3A 2T5
(403) 239-5763
Branch Manager: Fred Rescanski

* MacKelvie Brokerage Ltd.
415 Manitou Road S.E.
CALGARY, Alberta
T2G 4C3
(403) 243-2535
Sales Representative: Doreen Smith

* Marketwise Sales (Alberta) Ltd.
2020 Centre Avenue N.E.
CALGARY, Alberta
T2E 0B1
(403) 272-8595
Branch Manager: Traug Haichert

* MRB Sales (Calgary) Ltd.
1155 F - 44 Avenue S.E.
CALGARY, Alberta
T2H 1X1
(403) 287-1505
President: Don Willcox
Branch Manager: Glen Potter

* National Importers Ltd.
1700 Varsity Estates Drive N.W.
CALGARY, Alberta
T3B 2W9
(403) 288-9290
Sales Manager, Prairies: Earl Hamilton

* Perco Sales & Associates
28, 2015 - 32 Avenue N.E.
CALGARY, Alberta
T2E 6Z3
(403) 230-3921
Branch Manager: L.R. Vidler

C B Powell Ltd.
415 Manitou Road S.E.
CALGARY, Alberta
T2G 4C3
(403) 243-3380
Sales Manager: D. Raymond

* K.J. Preiswerck
202, 415 Manitou Road S.E.
CALGARY, Alberta
T2G 4C3
(403) 287-3431

* Ramsey Brokerage Ltd.
4441 - 76 Avenue S.E.
CALGARY, Alberta
T2C 2G8
(403) 279-1919
Branch Manager: G.R. Edwards

* Seven Cities Food Brokers Ltd.
C4, 416 Meridian Road S.E.
CALGARY, Alberta
T2A 1X2
(403) 248-3633
Branch Manager: Norm Aebig

* Shirra Sales Ltd.
3839 Ogden Road S.E.
CALGARY, Alberta
T2G 4N7
(403) 232-1838
Manager: Jim Fargo

Span Marketing Ltd.
32, 12108 Macleod Trail South
CALGARY, Alberta
T2J 0P6
(403) 287-3756
Manager: Fred Leeming

* Stampede City Food Brokers
5919 - 5 Street S.E.
CALGARY, Alberta
T2H 1L5
(403) 253-0963
Manager: Don MacLean

* Tees & Persse Ltd.
221A, 2323 - 32 Avenue N.E.
CALGARY, Alberta
T2E 6Z3
(403) 230-3261
Branch Manager: E.R. Schlamp

* Watts Stevens Brokerage Ltd.
6304B - 6A Street S.E.
CALGARY, Alberta
T2H 2B7
(403) 255-6776

* Westrade Sales Ltd.
4441 - 76 Avenue S.E.
CALGARY, Alberta
T6B 0A3
(403) 279-0934
Manager: Garry Sebastion

West-Van (Calgary) Brokerage Ltd.
#1, 7503 - 35 Street S.E.
CALGARY, Alberta
T2C 1V3
(403) 236-7624
Branch Manager: Klaas Van Veller

Wild Rose Brokerage Ltd.
3436 Caribou Drive N.W.
CALGARY, Alberta
T2L 0S5
(403) 284-3791
Manager: Ed Neugebauer

TRADE SHOWS — HOW TO PARTICIPATE PROFITABLY

Trade shows and exhibitions have become a major marketing medium in Canada today. But, in order to utilize the special characteristics of the trade show exhibit to their maximum, participation must be considered an essential part of the total marketing plan.

DEFINE OBJECTIVES:

It is important to define exactly what you want an exhibit to accomplish and then base all further decisions on those objectives. When you set an objective, be sure it is both meaningful and measurable. Following are 12 possible clearly defined objectives:

1. To make sales.
2. To create a positive image of your company.
3. To create interest in your products.
4. To introduce new products or services.
5. To compile an accurate list of qualified prospective buyers.
6. To test the competitiveness of your company.
7. To test new product ideas or their further development.
8. To maintain existing contacts; to create new contacts.
9. To update yourself on competitive claims and new developments in the industry.
10. To offer customers an opportunity to ask questions and get answers.
11. To recruit personnel or attract new distributors.
12. To demonstrate interest in and support of the sponsoring association or industry.

Sales are probably the most often stated objective. The trade show has some unique attributes which can bring a prospective buyer from mild interest to the decisive act of placing an order.

1. The audience is pre-selected, voluntary and has expended time and money to come to the show. It is unlikely that prospects ever have a more open attitude towards new products and new contacts than at a trade show.
2. The salesman is at home in his booth with all support material around him, rather than being in unfamiliar territory in the prospect's office. There is no delay between questions and answers, as all information and easily accessible demonstrations are available at the booth.
3. The prospect at the trade show usually has purchasing authority and can make buying decisions right on the spot or at a subsequent sales call.

BUDGET BY OBJECTIVE:

Your budget must cover a wide range of costs. An accurate figure can only be arrived at after carefully assigning a dollar figure to each activity necessary to reach your objectives. While there is no hard or fast rule, plan on budgeting between $5 - $6 for each dollar you spend on space costs.

10 MOST IMPORTANT DO'S AND DONT'S FOR A PROFITABLE TRADE SHOW

DO'S	DONT'S
1. PLAN AHEAD	1. UNDERESTIMATE YOUR VISITORS
2. KNOW YOUR PRODUCTS	2. LEAVE QUESTIONS UNANSWERED
3. RELATE TO PROSPECT'S NEEDS	3. WEAR YOURSELF OUT AT NIGHT
4. KNOW YOUR COMPETITION	4. BE OVERLY AGGRESSIVE
5. DEMONSTRATE PRODUCTS	5. IGNORE VISITORS/FACE REAR
6. BE READY TO TALK	6. OVERPROMISE
7. BE ENTHUSIASTIC, CONFIDENT AND SMILE	7. VISIT WITH COHORTS OR WANDER AWAY
8. KEEP YOUR BOOTH CLEAN, NEAT AND ATTRACTIVE	8. SMOKE OR DRINK OR EAT OR READ OR SIT
9. KNOW YOUR WAY AROUND BOOTH AND SHOW	9. SAY "CAN I HELP YOU?"
10. PLAN FOR ACTIVE FOLLOW-UP	10. COUNT ON MEMORY ALONE

ALBERTA'S TRADE SHOWS

FOODSERVICE TRADE SHOWS

1. ARFA'S ALBERTA FOOD & HOSPITALITY SHOW
   EDMONTON — SEPTEMBER 25, 26, 1984
   CALGARY — SEPTEMBER 24, 25, 1985
   * is held annually alternating between Edmonton and Calgary
   * contact: Sherri Verdec 245-0677

2. ASSOCIATED GROCERS' "CARNIVAL OF VALUES", CALGARY — MAY, 1985
   * is both a retail and foodservice show
   * is held annually
   * participation is by invitation
   * contact: Bill Hall 236-6300

3. BRIDGE BRAND'S "WHITE HATTER SHOW", CALGARY — MAY, 1985
   * is held every second year
   * participation is by invitation
   * contact: Mike Tamagi or Donna Hannah 235-8555

4. SCOTT NATIONAL'S "FOOD-A-RAMA"
   LETHBRIDGE — APRIL 10, 1984
   CALGARY — APRIL 12, 1984
   EDMONTON — MAY 10, 1984
   * is held every second year
   * participation is by invitation
   * contact: Brian Mann 245-6681

RETAIL TRADE SHOWS

1. ALBERTA GROCERS "24th ANNUAL CONVENTION", EDMONTON — SEPTEMBER 29, 30 and OCTOBER 1, 1984
   * is held annually
   * participation is by invitation
   * contact: Jim Crawford 453-2361

2. ASSOCIATED GROCERS' "CARNIVAL OF VALUES", CALGARY — MAY, 1985
   * is both a retail and foodservice show
   * is held annually
   * participation is by invitation
   * contact: Bill Hall 236-6300

3. HORNE & PITFIELD'S "FOOD FAIR", EDMONTON — APRIL 9, 1984
   * is held annually
   * participation is by invitation
   * contact: Paul Cavalier 470-1440

4. WESTERN GROCERS' "SALES FAIR"
   EDMONTON — MARCH 25, 26, 1984
   CALGARY — FEBRUARY 20, 1984
   * is held annually in both Edmonton and Calgary
   * participation is by invitation
   * contact: Edmonton — Pat Bryan 454-1561
     Calgary — John Bevan 279-2515

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